



ENERGY &  
UTILITIES *jobs*  
BRAND GUIDELINES

## LOGO – EXCLUSION ZONE



It's important that this area is kept clear. The space around the logotype should always be relative to half the size of the icon. The exclusion zone must be applied wherever the logotype is used.

## LOGO – VERSIONS

Full colour



Single colour






White out





# CORE COLOUR PALETTE

## Primary Colour Palette

	Print		Digital	
	C	100%	R	0%
	M	10%	G	133%
	Y	0%	B	207%
	K	10%	Hex	#0085CF
	C	0%	R	255%
	M	16%	G	203%
	Y	100%	B	0%
	K	0%	Hex	#FFCB00
	C	0%	R	77%
	M	0%	G	79%
	Y	0%	B	79%
	K	85%	Hex	#4f4d4d

## Secondary Colour Palette

	Print		Digital	
	C	16%	R	210%
	M	45%	G	142%
	Y	100%	B	0%
	K	5%	Hex	#D28E00
	C	100%	R	0%
	M	88%	G	28%
	Y	0%	B	168%
	K	5%	Hex	#001CA8

# TYPOGRAPHY

Online and print

## Headline 1

Roboto Regular  
Font size: 36pt  
Leading: 50pt

## Headline 2

Roboto Regular  
Font size: 27pt  
Leading: 29pt

## Headline 3

Roboto Regular  
Font size: 24pt  
Leading: 35pt

## Body copy

Roboto Regular  
Font size: 18pt  
Line height: 30pt

Word and PowerPoint presentations

## Main heading

Trebuchet MS 24pt

## Section heading

Trebuchet MS 18pt bold

## Sub heading

Trebuchet MS 14pt

## Body

Trebuchet MS 12pt

In all cases, if these fonts are not available (for example on some PCs), you should use Arial instead.

# IMAGES AND ICONOGRAPHY



## Subject

The images will cover all areas of our industries.

## Light

All images will have a clean 'natural' light.

## Style

Where possible there will be a focal point and depth of field in situational shots. Use the crop and detail of the images to increase the dynamism and energy of the shot. Steer clear of stereotypes and use modern dynamic images.

## Icons/info-graphics

Used to portray industry statistics. Clean and concise.

